

## Message Text

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PAGE 01     SAO PA 01227 261744Z  
ACTION ARA-14

INFO OCT-01 AF-10 EUR-12 EA-12 ISO-00 EB-08 /057 W  
-----060107 270536Z /70

R 261346Z APR 78  
FM AMCONSUL SAO PAULO  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 8468  
AMEMBASSY BRASILIA  
AMCONSUL RIO DE JANEIRO  
AMEMBASSY TAIPEI  
AMEMBASSY LONDON  
AMEMBASSY PARIS  
AMEMBASSY NAIROBI  
AMEMBASSY TOKYO  
AMEMBASSY CARACAS  
AMCONSUL JOHNNESBURG

UNCLAS SAO PAULO 1227

ATT: BED/OED/EID/DANAOE

E.O. 11652: N/A  
TAGS: BEXP, BR  
SUBJECT: VSMF SECOND QUARTER REPORT

REF: A) SAO PAULO 0217 B) SAO PAULO 0353 C) USDOC 06257

1. SUMMARY. VSMF UTILIZATION WAS UP SLIGHTLY DURING THIS QUARTER, TO 192 USERS, BUT RESULTS GENERALLY PARALLELED THOSE PREVIOUS QUARTER. BOTH PERIODS INCLUDED TWO TRADE CENTER SHOWS, AND BOTH INCLUDED A HOLODAY MONTH WITH SIGNIFICANTLY REDUCED BUSINESS ACTIVITY. THIS QUARTER ONLY 19 USERS WERE REGISTERED DURING THE CARNIVAL MONTH OF FEBRUARY. AGAIN TRADE CENTER SHOWS ACCOUNTED FOR APPROXIMATELY 80 PER CENT OF SYSTEM USE, WITH THE REMAINING 11 WEEKS FILLING IN THE OTHER 20 PER CENT.

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2. STATISTICS:  
A) TOTAL NUMBER OF USERS: 192. NUMBER OF PRINTS: 650 COPIES  
B) TYPE OF USERS:  
FOREIGN BUSINESS BUYERS: 128  
HOST GOVT PERSONNEL: 23  
F.S. PERSONNEL: 9  
U.S. BUSINESS USERS: 20

OTHER MISC. USERS: 12

C) SIC 4-DIGIT CLASSIFICATIONS SEARCHED:

2241, 2295, 2298, 2654, 2655, 2753, 2812, 2833, 2879, 2899,  
3079, 3357, 3443, 3444, 3479, 3523, 3531, 3541, 3542, 3545,  
3552, 3559, 3561, 3564, 3569, 3573, 3576, 3581, 3599, 3612,  
3651, 3662, 3711, 3721, 3822, 3823, 3824, 3825 AND 3829.

### 3. PROMOTIONAL

AS DURING THE PREVIOUS QUARTER, PRIMARY PROMOTION OF THE SYSTEM WAS IN CONNECTION WITH THE TRADE CENTER SHOWS. THE VSMF WAS PROMINENTLY DISPLAYED ON THE EXHIBITION FLOOR DURING JANUARY'S POLLUTION CONTROL EQUIPMENT SHOW AND MARCH'S MEDICAL EQUIPMENT SHOW, AND WAS FEATURED IN BOTH SHOW CATALOGS WITH A FULL-PAGE DESCRIPTION AND PICTURE. OTHER PROMOTION THIS QUARTER INCLUDED WRITE-UPS IN THE MAGAZINE OF THE PRINTING AND GRAPHIC ARTS TRADE ASSOCIATION AND IN THE INFLUENTIAL BUSINESS NEWSPAPER QUOTE DIARIO DO COMERCIO UNQUOTE. ALSO DURING THIS PERIOD PREPARATIONS WERE MADE FOR EXHIBITION OF THE VSMF AT THE CONSULATE'S BOOTH AT THE ENERGY 78 TRADE FAIR HELD AT SAO PAULO'S ANHEMBI PARK EXHIBITION CENTER FROM APRIL 10-16. RESULTS FROM THIS FAIR, WHICH ATTRACTED OVER 120,000 VISITORS, WILL BE INCLUDED IN THE CURRENT QUARTER'S REPORT. INCIDENTALLY, POST'S PARTICIPATION IN THE ENERGY SHOW IS THE REASON FOR THE DELAY IN THIS REPORT, BECAUSE SAME FSO WHO RAN THE BOOTH IS ALSO IN CHARGE OF VSMF. WITH REGARD TO FUTURE PROMOTIONAL ACTIVITIES, POST FEELS THAT OVER 2,000 DOLLARS UNCLASSIFIED

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OFFERED IN REF C CAN BE USED EFFECTIVELY FOR A MASS-MAILING CAMPAIGN. THERE IS STILL SOME CONFUSION AS TO WHETHER THIS MAILING IS INTENDED TO BE IN CONJUNCTION WITH OR INSTEAD OF THE BSP TYPE PROMOTION SUGGESTED BY LEE AND WING AND REPORTED IN REF B. WE HAVE AS YET HEARD NOTHING FURTHER FROM WING ABOUT THIS IDEA AND WILL NEED TO CLARIFY THIS POINT BEFORE PROCEEDING WITH ANY MAILING CAMPAIGN. WE WILL HAVE AN OPPORTUNITY TO DISCUSS THIS WITH HIM DURING HIS UPCOMING VISIT FOR THE TRADE CENTER'S AVIONICS & GROUND SUPPORT SHOW (MAY 15 - 19).

### 4. SYSTEM EVALUATION

-) ON A FEW OCCASIONS THIS QUARTER THE VSMF HAS CAUGHT THE ATTENTION OF A TRADE CENTER SHOW VISITOR WHO SUBSEQUENTLY WAS INTERESTED IN THE TRADE OPPORTUNITY PROGRAM. A COUPLE OF TIMES THE VISITOR CHOSE THE TO ROUTE AFTER FAILING TO LOCATE THE PRODUCT HE WANTED ON THE VSMF, AND AT OTHER TIMES TO PROGRAM WAS USED IN AN EFFORT TO LOCATE EVEN MORE PROSPECTIVE SUPPLIERS.

B. INCREASE IN E/C SECTION WORKLOAD: THE VSMF REQUIRED 143 MAN-HOURS OR APPROXIMATELY 3 PER CENT OF E/C SECTION RESOURCES DURING THE QUARTER.

C 1 & 2. SYSTEM DEFICIENCIES NOTED & EQUIPMENT SERVICING PROBLEMS. WE HAVE EXPERIENCED SOME DIFFICULTIES WITH THE 3M READER

PRINTER UNIT, SPECIFICALLY AFTER IT AS GENTLY AS POSSIBLE (AND MOST MOVES ARE ONLY ONE FLIGHT DOWN THE ELEVATOR). ALMOST INVARIABLY THE UNIT REFUSES TO MAKE COPIES AFTER SUCH A MOVE, AND REQUIRES A VISIT FROM THE REPAIRMAN. TO DATE WE HAVE BEEN UNABLE TO CORRECT THE PROBLEM DEFINITELY, BUT WE ARE STILL TRYING. THE SMALL VIEWER FOR DESIGN ENGINEERING FILE CONTINUES TO BREAK DOWN EVERY NOW AND AGAIN, BUT TO DATE E/C STAFF HAS BEEN ABLE TO KEEP IT FUNCTIONING.

C 3 FAILURE TO UPDATE FILES. AS DISCUSSED DURING THE VISIT OF HIS PRESIDENT LEE, WE HAVE BEEN HAVING DIFFICULTIES WITH OUR APO MAIL, AND A LARGE NUMBER OF PACKAGES SENT TO THIS POST, BOTH PERSONAL AND OFFICIAL, ARE CURRENTLY EITHER MISSING OR LONG OVERDUE. A LIST OF CARTRIDGES MISSING IS INCLUDED AT THE END OF THIS PARAGRAPH. ALSO DURING LEE VISIT WE SUGGESTED THAT REGIS-

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TERED MAIL OFFERS GREATER SECURITY AND INCREASES THE PROBABILITY OF SHIPMENTS ARRIVING INTACT. UNFORTUNATELY WE HAVE JUST BEEN INFORMED THAT THE APO SYSTEM THROUGHOUT LATIN AMERICA WILL TERMINATE REGISTERED MAIL SERVICE ON MAY 30, 1978. WE THEREFORE REQUEST THAT EFFECTIVE IMMEDIATELY, SHIPMENTS NO LONGER BE SENT REGISTERED MAIL BUT BY INSURED AIR MAIL PAL. IN ADDITION, IT IS CURRENTLY EXPECTED THAT BRAZIL MAY LOSE APO MAIL SERVICE TOTALLY WITHIN AS SOON AS TWO MONTHS. IF THIS OCCURS, THE ONLY ALTERNATE OPEN TO US WILL BE TO USE THE DIPLOMATIC POUCH, WHICH RESTRICTS PACKAGES TO 24 INCHES IN LENGTH AND 62 INCHES COMBINED LENGTH AND GIRTH, AND TO 40 POUNDS. AS THE STANDARD HIS BOX IS APPROXIMATELY 25 INCHES IN LENGTH IT WILL HAVE TO BE SHORTENED A LITTLE SHOULD USE OF POUCH FACILITIES BECOME NECESSARY. WE WILL KEEP YOU INFORMED OF APO DEVELOPMENT AS THEY OCCUR, AND REQUEST THAT YOU CHECK WITH HIS ON FEASIBILITY OF SHORTENED BOXES. FYI: THE MOST RECENT SHIPMENT OF CARTRIDGES WAS RECEIVED HERE ON APRIL 20 WITH A FEB 2 POSTMARK, FOR A TOTAL OF 11 WEEKS IN THE APO SYSTEM. LIST OF MISSING CARTRIDGES:

PLANT ENGINEERING: 9319

DESIGN ENGINEERING: 7113 - 7121

DOCUMENTATION: 6100 - 6104; 7922 - 7922 - 7924; 8109 - 8110; 8226

- 8416 - 8417; 8520 - 8522; 8654 - 8656; 8671 - 8681; 8813 -

8814; 9347 - 9355;

BUILDING PRODUCTS: 4296 - 4302; 6046 - 6103; 6300 - 6319; 6400 -

6415; 6500 - 6510; 6600 - 6658; 6800 - 6835; 7100 - 7113; 8100

- 8110; 9400 - 9403; 9500 - 9506.

C 4. THE VISITS THIS QUARTER BY BOTH EDWARD LEE AND BOB WING WERE USEFUL AND APPRECIATED SUPPORT IN TERMS OF PARTS, PROJECTION BULBS, PAPER, ETC. HAS BEEN GOOD.

5. USER COMMENTS & SUCCESS STORIES WE HAVE CONTINUED TO RECEIVE FAVORABLE COMMENTS CONCERNING THE VSMF, MOSTLY A LONG THE UNCLASSIFIED

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SAME GENERAL PREVIOUSLY REPORTED. ONE USER AT A RECENT SHOW WAS  
HIGHLY PLEASED TO FIND THE COMPLETE PRODUCT LINE OF A U.S. FIRM  
WHOSE REPRESENTATIVE HAD CALLED ON HIM THE DAY BEFORE. HE RE-  
PORTED THAT THE REPRESENTATIVES DID NOT HAVE CATALOGS FOR THE  
PRODUCT LINE HE WAS LOOKING FOR, WHEREAS THE VSMF DID. TO DATE  
WE HAVE NOT BEEN ABLE TO TRACK DOWN ANY CONCRETE SUCCESS STO-  
RIES OF U.S. GENERATED BY THE VSMF.  
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## Message Attributes

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**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 26 apr 1978  
**Decaption Date:** 20 Mar 2014  
**Decaption Note:** 25 YEAR REVIEW  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Subject:** VSMF SECOND QUARTER REPORT  
**TAGS:** BEXP, BR  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/35b72fa7-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014